

## Case Study

# Recycling closed sources for British American Tobacco

### The Client

British American Tobacco (BAT) is the world's second largest international tobacco group, with quality brands sold in more than 180 global markets. BAT's vision is to lead the tobacco industry through growth, productivity and responsibility.

Over the last decade or so, BAT's market share has increased by nearly 50%, which now accounts for some 17% of the global market.

### The need

BAT has sites worldwide and uses closed sources to measure thickness and density in their manufacturing processes. Changes in production patterns and technology meant that there were redundant sources requiring removal.

### The Solution

Safeguard International's first international project with BAT was in Cyprus for approximately 50 sources. In order to simplify the transport of these sources, Safeguard International designed and manufactured bespoke internal packaging for use in a standard container.

The sources were transported by air for recycling in another European state. A significant amount of time was spent liaising with regulators in both countries to ensure the export of the sources fully met their legislative requirements.



### The benefits

Safeguard International's professional approach and international expertise meant we could deliver a high level of service at each of BAT's international locations.

Designing packaging specifically for BAT's sources simplified the transport operation and ensured that we provided a safe and cost-effective solution that met the expectations of local regulators. Our access to recycling facilities also enabled us to provide a more environmentally sensitive solution that met with BAT's wider corporate objectives.

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